



TURNING A DISRUPTIVE CRISIS INTO FUTURISTIC OPPORTUNITIES

Abstract

Rina Sanada, Procurement Manager at a leading multinational conglomerate, was in dire straits when political issues in South Africa disrupted the supply chain of one of their key products. However, with the assistance of Infosys BPM, Rina was able to promptly identify an alternative supplier in Australia, which not only helped mitigate the impact and ensure business continuity, but also reduced costs by 33%.



A bolt from the blue

Rina Sanada is a Procurement Manager at a leading multinational conglomerate, headquartered in Japan. As part of her role, one of her critical responsibilities includes sourcing material from various parts of the world, to ensure seamless manufacturing at their plants. She needs to efficiently manage the company's supply chain and ensure continuous production of their popular products. One such product is the submersible motor, used in oilfields by mining organisations.

Rina relied solely on a South Africa-based supplier for sourcing a precious mineral, which is a critical component in manufacturing the submersible motors. However, unforeseen political issues in South Africa jeopardised its availability and the supply was about to be stopped immediately. This disruption left Rina with a serious challenge, as that was her only source of mineral. She was tensed about not meeting the technical requirements,

which would result in complete stoppage of manufacturing of the submersible motors. The risks were high, as the interruption not only could potentially lead to a loss in revenue, but also put a dent on their reputation. It was imperative for Rina to find a solution quickly to avoid disrupting the manufacturing process, and maintain their high brand name.

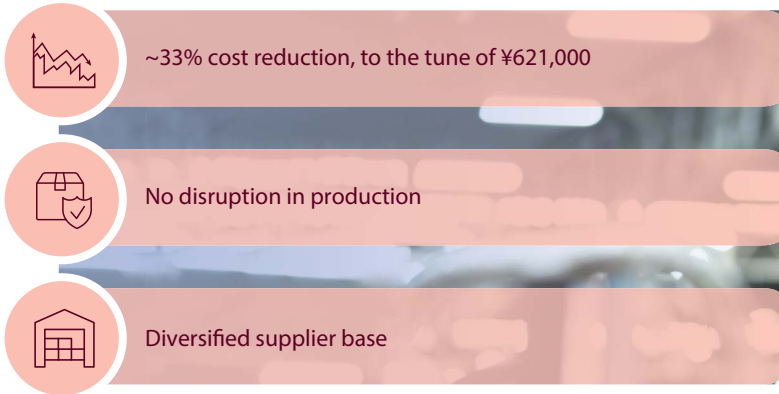
Finding the right fit

Recognising the urgency and complexity of the situation, Rina promptly reached out to James Taylor, her trusted account manager from Infosys BPM. Rina had known James for a long time, thanks to the strong partnership between the two organisations, that spanned over two decades. Rina shared her ordeal with

James, and being well-versed with the organisation's way of working, he began analysing potential solutions. Together, they brainstormed the idea of exploring alternative suppliers especially in Australia, owing to their reputation for robust manufacturing industries.

After thoroughly researching potential partners, James identified two highly reliable and cost-effective suppliers in Australia. Excited by the potential solution, James presented the proposal to Rina.

Key benefits



This incident prompted Rina to have additional suppliers in different regions, reducing the company's reliance on a single source. The diversification enhanced resilience and reduced future supply chain risks.

The successful navigation of this challenging scenario to significant business value, further strengthened the relationship between the organisation. This successful project is a testament to the fact

that even in a crisis, trust and confidence in the right partner can lead to multi-fold benefits and future opportunities.

**Names have been altered to preserve the identities of the people involved.*

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